# Navy Localized Messages
# NRD Phoenix

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# Global Force for Good Key Messages

The below messages are the overall Global Force for Good key messages that you are referencing when talking to recruits

America's Navy is a global force for good…and good can take many forms:

- Bombs on terrorist hide outs
- Bullets to protect innocent civilians against extremists
- Bottles of water to those in need after an earthquake
- Bachelor's degree (advanced training and education)

**We protect and defend freedom** around the world, and we also offer great opportunities for a great career.

And, remember…. our CNO's tenets:

**Warfighting first, operate forward, be ready**

**All[2] good things take GREAT people!**

# 70-80-90-100 Key Messages

You are also using the 70-80-90-100 messages more frequently in your talking points, in media interviews and when speaking to potential recruits

Sailors serve:

- From the sea…**on the land**
- In ships…**on the water**
- In submarines…**under the water**
- In planes and helicopters…**over the water**

**70 –** percent of the Earth's surface is covered by water
**80 –** percent of the world's people live near the ocean
**90 –** percent of all international trade travels by the sea
**100** – America's Navy is always 100% on watch

**Our mission** is to meet America's threats far away, so those threats cannot harm us here.

# Recruiting Key Messages

We have helped you localize the below messages to help you communicate the strength of the Navy across NRD Phoenix

## Key Message 1: Forging leaders

- The Navy is more than just a top 50 employer – we forge leaders, allowing regular people to do spectacular things that will shape their future.

## Key Message 2:  Preparing you for lifelong success

- The Navy not only offers a greater diversity of career choices than any other branch of the services, but it also allows you to achieve educational opportunities before, during or after your Navy career, preparing you for lifelong success

## Key Message 3: Making a difference

- The Navy takes you beyond the books to a world of experiences that make a difference to your country and to the world.

## Key Message 4: Recruiting a Sailor, Retaining a Family

- The Navy recognizes the demands you face as a Sailor and provides timely and effective family support programs ensuring the welfare of your family - enabling you to serve and excel.

# Localized Recruiting Key Messages

Key Message 1: Forging leaders

- The Navy is a far-reaching force and it has strength in Arizona, with nearly 6,000 Sailors, Officers and civilians stationed here, serving their country and doing spectacular things. (*This is an example for the entire state of Arizona – you would tailor this for each state in your NRD and provide the number of Sailors, Officers and civilians stationed currently so that the public is aware of the Navy presence.*)
- The Navy forges true leaders such as Navy Counselor Petty Officer First Class John Caron who not only serves his country offering career guidance to Navy personnel aboard ships and at shore facilities, but also contributes his time to his local community. He helps with Habitat for Humanity rebuilds and works with Partnership in Education (PIE), a community outreach initiative that partners a Navy command with a local public school. *(This is an example you can tailor per rank, per recruiting rating, per local humanitarian/service project.)*
- The Navy is more than just a top 50 employer – it's a calling – where we forge leaders such as LCDR xx who recruits Medical Officers to go out and use their experience and skills to serve their country – their patients. (*This is an example where you can swap the priority recruiting rating you want to profile – whether it be Medical, Dental, Special Warfare, Nuke, etc.*)
- We are proud that our Navy reflects the face of America and harnesses true diversity. In NRD Phoenix, we employ xx* Hispanic, African American and Asian Pacific Islander Sailors and Officers. We need more diversity in our officer ranks. Within 10 years, the Navy's ranks will be one-third minority, and reach one half by 2050. (*You could only reference Officers instead of Sailors, or include one minority group over another, if you prefer.*)

# Localized Recruiting Key Messages

Key Message 2: Preparing you for lifelong success

- As a member of the Navy Nuclear Propulsion community, you will serve in roles and take on responsibilities that even your most talented peers wait years to take on. Imagine being in your early to mid-twenties and assuming control of a $1.5 billion nuclear-powered submarine. We are searching for the best and brightest to be part of one of the most dynamic environments imaginable, and are recruiting from top universities such as Arizona State and University of Arizona among many others. (*This is an example of showing the strength of the Navy Nuclear community and making it relevant to your local NRD – tailor the universities you are recruiting from and add any recruiting bonuses you give to Nuke Officers.)*
- Defusing bombs, rescuing people in distress. A world of the most impossible missions made possible. More than 8,300 total Navy personnel including more than 2,300 active-duty SEALs, 600 Special Warfare Combatant-craft Crewmen (SWCC), 900 reserve personnel, 3,650 support personnel and more than 880 civilians make up the Naval Special Warfare community. We are always searching for the best and brightest, offering enlistment bonuses for some priority recruiting ratings. (*This is an example focusing on Special Warfare – tailor this message to each priority recruiting rating you want to highlight and give examples of the enlistment rewards you provide.*)
- America's Navy offers hundreds of career opportunities in dozens of exciting fields. Whether you're seeking a position as a Navy SEAL, Nuke Officer or SWCC, you will find unrivaled training and opportunities with the chance to achieve your education before, during or after your Navy career. *(This is an example of profiling some of the priority recruiting ratings needed in NRD Phoenix.)*

# Localized Recruiting Key Messages

Key Message 3:  Making a difference

- Many young men and women join the Navy to assist in humanitarian missions. These missions take place throughout the world.  The Navy can deploy a floating hospital with doctors and dentists that can respond to any crisis worldwide.  Here in Arizona, we are interested in recruiting men and women to join us in this mission. *(When tailoring this message, include the specific region or area.)*
- Every day our Navy men and women in uniform across the globe play an important role in keeping peace.  And in Phoenix this weekend, our Sailors' mission was to help out at St. Mary's Food Bank and deliver meals to families in need. (*This is an example of tying the Global Force for Good message to what Sailors are doing locally – insert different examples that make sense relative to the events going on in your district.)*
- **Albuquerque Navy Week begins 7th October and runs through 13th October. Some of the activities that people can enjoy include xxx [The Leap Frogs (the Navy Parachute Demonstration Team) and performances by the Navy Band "Destroyers" for example.] For a complete list of Navy Week information, visit http://www.navyweek.org. See how America's Navy makes a difference to the community of Albuquerque! *(This is an example of how you may show the citizens of the area you are addressing why the Navy is there and how they are making a difference.)*
- The community of Phoenix, along with the rest of the American people have high expectations of the United States Navy, and the Navy consistently exceeds these expectations by providing the necessary tools and training for all Navy personnel to do their job. *(This is an example of localizing this message to make it relevant to the people of Phoenix, or the people of New Mexico, etc.)*

# Localized Recruiting Key Messages

Key Message 4:  Recruiting a Sailor, Retaining a Family

- The United States Navy provides a support network of relevant services and links Navy families with these services through a variety of tools such as Fleet and Family Support Centers, social media – including Facebook, Twitter and NAVYForMoms.com and the Command Ombudsman program – a family's direct link to the command. For Navy families in Colorado, please reach out to your local Fleet and Family Support Center or network with fellow Navy moms and wives on NAVYForMoms.com *(When tailoring this message, include the specific region or area.)*
- Thank you to our Navy families in Arizona. The Navy recognizes the demands you face as a Sailor and is committed to ensuring the welfare of your family (*When tailoring this message, include the specific region or area.)*

# Arizona Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **Six** of the Fortune 500 ranked companies are based in cities in Arizona (ranked in revenues):
  - Avnet, Freeport-McMoRan Copper & Gold, US Airways Group, Republic Services, PetSmart, Insight Enterprises
- The Navy has a presence in Arizona with approximately 6,000 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Arizona's export shipments of merchandise which in 2012 totaled $18.4 billion.
- Arizona received $490,440 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The STEP program and the Arizona Commerce Authority (ACA) propose a multi-faceted AZ STEP Year 2 program to provide export assistance to some 250 Arizona small businesses (both new-to-export and new-to-market), with a particular focus on the aerospace, defense, renewables, biotechnology, medical technology, and environmental and water technology sectors.
  - Assistance will include export education, training, and regulatory compliance and assistance; participation in trade missions by various companies; translation assistance for materials and hands-on, one-on-one counseling and strategic assistance from Small Business Development Center (SBDC) counselors and international marketing consultants.

# Arizona Data Points

- A total of 8,078 companies exported from Arizona locations in 2011. Of those, 7,113 (88.1 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.
- SMEs generated over one-quarter (27.3 percent) of Arizona's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 5 percent of Arizona's total private-sector employment. Over one-quarter (27.4 percent) of all manufacturing workers in Arizona depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Raytheon Company - $4,213,931
  - Triwest Healthcare Alliance Co. - $2,652,443
  - The Boeing Company - $1,126,227
  - Honeywell International Inc.- $714,366
  - General Dynamics Corporation - $510,336
  - Raytheon/Lockheed Martin Javel - $220,636
  - Simula, Inc.- $170,369
  - Alliant Techsystems Inc.- $169,557
  - Express Scripts, Inc. - $160,716
  - Orbital Sciences Corporation - $159,571
- The state's largest export market was Mexico. Arizona posted merchandise exports of $6.3 billion to Mexico in 2012, 34.2 percent of the state’s total merchandise exports. Mexico was followed by Canada ($2.2 billion), China ($1.3 billion), Japan ($920 million), and United Kingdom ($915 million).

# Arizona Data Points

- The state's largest merchandise export category was computer &electronic products, which accounted for $4.9 billion of Arizona's total merchandise exports in 2012. Other top merchandise exports were transportation equipment ($3 billion), machinery ($1.7 billion), minerals and ores ($1.4 billion), and electrical equipment ($1.1 billion).
- In 2012, the following metropolitan areas in Arizona recorded merchandise exports: Phoenix-Mesa-Glendale ($10.8 billion), Tucson ($2.5 billion), Yuma ($374 million), Flagstaff ($274 million), Lake Havasu City-Kingman ($224 million) and Prescott ($43 million).
- Three ships have borne the name USS *Arizona*:
  - The first USS *Arizona*, an iron-hulled, side-wheel steamer completed in 1859, operated out of New Orleans carrying passengers and cargo. She was captured by Confederate forces in 1962 and again by the Union later that year. Fighting nobly in the Civil War, the crew was struck by yellow fever in late 1863, and met her end when an engineer’s storeroom caught fire in 1865.
  - The second USS *Arizona*, a screw frigate built by the government during 1863–65, was originally named the *Neshaminy*, and ended its career as the USS *Nevada*. Upon examination by a board, her hull was so twisted she was never finished and lay incomplete and unsold until 1874.
  - The third USS *Arizona* (BB-39), a 31,400 ton *Pennsylvania* class battleship, was commissioned in October 1916. She operated in the Caribbean and European waters until 1929, when she was modernized with a radically altered appearance and major improvements to her armament and protection. On December 7, 1941 she was struck by several Japanese bombs as part of the Pearl Harbor attack, which destroyed her hull and killed over 1,100 crewman. She remains where she sank and remains as a memorial to all who lost their lives at Pearl Harbor.
- Arizona is home to 20 Medal of Honor recipients, but no recorded Navy recipients.

# Arizona Data Points

- Top Medical Schools
  - University of Arizona* (#78, U.S. News Best Medical Schools: Research, #57, U.S. News Best Medical Schools: Primary Care, Tucson, Arizona)
- Top Engineering Schools
  - Arizona State University, Fulton* (#43, U.S. News Best Engineering Grad Schools, Tempe, Arizona)
  - University of Arizona* (#49, U.S. News Best Engineering Grad Schools, Tucson, Arizona)
- Top Chaplain Schools
  - Arizona Christian University – (Phoenix, Arizona)
  - International Baptist College -- (Chandler, Arizona)
  - American Indian College of the Assemblies of God – (Phoenix, Arizona)
  - Phoenix Seminary

*Indicates university with NROTC program

# Colorado Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy. The Navy plays a critical role in achieving these objectives.
- **10** of the Fortune 500 ranked companies are based in cities in Colorado:
  - Arrow Electronics, DISH Network, Liberty Global, Liberty Interactive, Newmont Mining, Ball, DaVita HealthCare Partners, CH2M Hill, Western Union
- The Navy has a visibly low presence in Colorado with approximately 2,000 Navy personnel employed, including active duty and civilian personnel. The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Colorado's export shipments of merchandise which in 2012 totaled $8.2 billion.
- Colorado received $329,517 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
- A total of 5,674 companies exported from Colorado locations in 201`. Of those, 4,989 (87.9 percent) were small and medium-sized enterprises (SMEs) with fewer than 500 employees.
- SMEs generated over one-third (36.4 percent) of Colorado's total exports of merchandise in 2011.

# Colorado Data Points

- Export-supported jobs linked to manufacturing accounted for an estimated 4.1 percent of Colorado's total private-sector employment. Nearly one-quarter (24 percent) of all manufacturing workers in Colorado depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Lockheed Martin Corporation - $1,257,593
  - McKesson Corporation - $523,034
  - Northrop Grumman Corporation - $344,803
  - ITT Corporation - $199,179
  - M A Mortenson Companies - $169,665
  - SI International, INC - $159,948
  - United Launch Services, LLC - $155,334
  - Honeywell International INC - $143,649
  - Berkshire Hathaway, Inc. - $127,858
  - Ball Corporation - $103,380
- The state's largest export market was Canada. Colorado posted merchandise exports of $2 billion to Canada in 2012, 24.5 percent of the state’s total merchandise exports. Canada was followed by Mexico ($849 million), China ($676 million), Japan ($427 million), and Germany ($282 million).
- The state's largest merchandise export category was computer & electronic products, which accounted for $2.1 billion of Colorado's total merchandise exports in 2012. Other top merchandise exports were food & kindred products ($1.3 billion), machinery ($1.3 billion), chemicals ($759 million), and miscellaneous manufactured commodities ($474 million).

# Colorado Data Points

- In 2012, the following metropolitan areas in Colorado recorded merchandise exports: Denver-Aurora-Broomfield ($3.4 billion), Greeley ($1.4 billion), Boulder ($1.1 billion), Colorado Springs ($1.0 billion), Fort Collins-Loveland ($862 million), Pueblo ($190 million) and Grand Junction ($129 million).

- Top Medical Schools
  - University of Colorado – Denver* (#5, U.S. News Best Medical Schools: Primary Care, #35 U.S. News Best Medical Schools: Research)
- Top Engineering Schools
  - University of Colorado – Boulder* (#35, U.S. News Best Engineering Grad Schools)
  - Colorado School of Mines (#63, U.S. News Best Engineering Grad Schools, Golden, Colorado)
  - Colorado State University (#67, U.S. News Best Engineering Grad Schools, Fort Collins, Colorado)
  - University of Colorado – Colorado Springs (#144, U.S. News Best Engineering Grad Schools)
- Top Chaplain Schools
  - Regis University* (Denver, Colorado)
  - Colorado Christian University (Colorado Springs, Colorado)
  - Iliff School of Theology (Denver, Colorado)
  - Nazarene Bible College (Colorado Springs, Colorado)
  - Denver Seminary (Littleton, Colorado)

*Indicates university with NROTC program

# Colorado Data Points

- Three ships have borne the name USS *Colorado*:
  - The first USS *Colorado*, a three-masted steam screw frigate named for the Colorado River, launched in 1856. She was the flagship in the establishment of the Mexican Gulf Blockade in 1861. In 1865 she was flagship of the European Squadron and later sailed the Asiatic Station in 1870. She was decommissioned in 1876.
  - The second USS *Colorado* (ACR-7), a *Pennsylvania*-class Armored Cruiser, was commissioned in 1906. She participated in Caribbean drills until 1915, when she sailed on active duty as flagship of the Pacific Reserve Fleet. Post World War I, she made transatlantic voyages to bring veterans of the American Expeditionary Force home. She was decommissioned in 1919.
  - The third USS *Colorado* (BB-45) was the first of her class of *Colorado*-class Battleships, commissioned in 1923. From 1924 to 1941, *Colorado* operated with the Battle Fleet in the Pacific until Pearl Harbor, when she aided in the efforts against Japan. She decommissioned in 1947 and was sold for scrapping in 1959. *Colorado* received seven battle stars for World War II service.

# Colorado Data Points

- Colorado is proud to be home to 24 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Commander Bruce McCandless received a Medal of Honor for conspicuous gallantry and exceptionally distinguished service above and beyond the call of duty as Communication Officer of the USS *San Francisco* in combat with enemy Japanese forces in the battle off Savo Island, 12 & 13 November 1942. In the midst of a violent night engagement, the fire of an enemy seriously wounded Lieutenant Commander McCandless and rendered him unconscious, killed or wounded the admiral in command, his staff, the Captain of the ship, the navigator, and all other personnel on the navigating and signal bridges. He assumed command of the ship and ordered her course and gunfire against an overwhelmingly powerful force. With his superiors in other vessels unaware of the loss of their admiral, Lieutenant Commander McCandless boldly continued to engage the enemy and to lead the following vessels to a great victory. Largely through his brilliant seamanship and great courage, the *San Francisco* was brought back to port, saved to fight again in the service of her country.
  - Warrant Machinist Donald Kirby Ross received a Medal of Honor for distinguished conduct in the line of his profession, extraordinary courage and disregard of his own life during the attack on the Fleet in Pearl Harbor, by Japanese forces on 7 December 1941. When his station in the forward dynamo room of the USS *Nevada* (BB-36) became almost indefensible due to smoke, steam, and heat, Ross forced his men to leave that station and performed all the duties himself until blinded and unconscious. Upon being rescued and resuscitated, he returned and secured the forward dynamo room and proceeded to the after dynamo room where he was later again rendered unconscious by exhaustion.
  - Quartermaster Frank Monroe Upton received a Medal of Honor for extraordinary heroism following internal explosion of the FLORENCE "H", on 17 April 1918. The sea in the vicinity of wreckage was covered by a mass of boxes of smokeless powder, which were repeatedly exploding. Quartermaster Frank M. Upton, of the USS *Stewart*, plunged overboard to rescue a survivor who was surrounded by powder boxes and too exhausted to help himself. Fully realizing the danger from continual explosion of similar powder boxes in the vicinity, he risked his life to save the life of this man.

# New Mexico Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- There are no Fortune 500 ranked companies based in cities in New Mexico.
- The Navy has a visibly low presence in New Mexico with nearly 600 Navy personnel employed, including active duty and civilian personnel. However, the importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including New Mexico's export shipments of merchandise which in 2012 totaled $3 billion.
- New Mexico received $187,802 in federal funding through the Small Business Administration's State Trade Export Promotion (STEP) grant program, designed to support local and state businesses' efforts to overcome obstacles that stand in the way of accessing foreign markets.
  - The New Mexico Economic Development Department (NMEDD) STEP program will develop companies from the "basic export training" stage to New-to-Export (NTE) status, and finally export market development, that help companies achieve an effective overseas market profile.
- A total of 1,326 companies exported from New Mexico locations in 2011. Of those, 1,090 (82.2 percent) were small and medium-sized enterprises (SMEs), with fewer than 500 employees.

# New Mexico Data Points

- SMEs generated over one-quarter (28.9 percent) of New Mexico's total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 2.9 percent of New Mexico's total private-sector employment. Nearly one-fifth (18.8 percent) of all manufacturing workers in New Mexico depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Honeywell International Inc. - $195,711
  - The Boeing Company - $97,085
  - Chugach Alaska Corporation - $80,780
  - New Mexico Technology Group LLC - $79,463
  - Applied Research Associates Inc. - $74,959
  - Burns & Mc Donnell, Inc. - $53,737
  - Science Applications International - $46,056
  - Arviso Construction Co, Inc.- $28,404
  - EMI Technologies Inc. - $21,904
  - Holly Corporation - $20,589
- The state's largest export market was Israel. New Mexico posted merchandise exports of $1.3 billion to Mexico in 2012, 43.6 percent of the state’s total merchandise exports. Israel was followed by Mexico ($603 million), Canada ($328 million), China ($77 million) and Germany ($73 million).

# New Mexico Data Points

- The state's largest merchandise export category was computer & electronic products, which accounted for $1.7 billion of New Mexico's total merchandise exports in 2012. Other top merchandise exports were fabricated metal products ($231 million), food & kindred products ($179 million), machinery ($178 million) and transportation equipment ($135 million)..
- In 2012, the following metropolitan areas in New Mexico recorded merchandise exports: Albuquerque ($1.8 billion), Las Cruces ($746 million), Santa Fe ($41 million) and Farmington ($30 million).
- Two ships have borne the name USS *New Mexico*:
  - The first USS *New Mexico*, lead ship of a class of three 32,000-ton battleships, was commissioned in 1918. She spent the rest of World War I operating near the United States, but escorted President Wilson home from the Versailles peace conference. During World War II, she mostly reinforced the Pacific and Okinawa invasion in 1945. During her tenure, she was hit by two kamikazes. She was present in Tokyo Bay when Japan formally surrendered. In 1946, she was decommissioned, and sold for scrapping in 1947.
  - The second USS *New Mexico* (SSN 779), a *Virginia*-class Attack Submarine commissioned in 2010, is part of the active Battle Force.
- New Mexico is home to 9 Medal of Honor recipients, but no recorded Navy recipients.

# New Mexico Data Points

- Top Medical Schools
  - University of New Mexico* (#83, U.S. News Best Medical Schools: Research, #31, U.S. News Best Medical Schools: Primary Care, Albuquerque, New Mexico)
- Top Engineering Schools
  - University of New Mexico* (#88, U.S. News Best Engineering Grad Schools, Albuquerque, New Mexico)
  - New Mexico State University (#126, U.S. News Best Engineering Grad Schools, Las Cruces, New Mexico)
  - New Mexico Institute of Mining and Technology – (Socorro, New Mexico)
- Top Chaplain Schools
  - University of the Southwest – (Hobbs, New Mexico)
  - Eastern New Mexico University – (Portales, New Mexico)

*Indicates university with NROTC program

# Texas Data Points

- The United States is increasing U.S. exports in the coming years with aggressive goals, and with 95 percent of the world's consumers outside U.S. borders, increasing exports is an important way to spur the economy and the Navy plays a critical role in achieving these objectives.
- **52** of the Fortune 500 ranked companies are based in cities in Texas, with Exxon Mobil, Phillips 66, Valero Energy, AT&T, ConocoPhillips, Dell, Enterprise Products Partners, Sysco Plains All American Pipeline and Tesoro ranked in the top 100 (ranked in revenues):
  - Exxon Mobil, Phillips66, Valero Energy, AT&T, ConocoPhillips, Dell, Enterprise Products Partners, Sysco, Plains All American Pipeline, Tesoro, Halliburton, AMR, Fluor, Kimberly-Clark, Baker Hughes, United Services Automobile Assn., HollyFrontier, National Oilwell Varco, Energy Transfer Equity, Southwest Airlines, Apache, Marathon Oil, Waste Management, Anadarko Petroleum, J.C. Penney, Dean Foods, Texas Instruments, Whole Foods Market, EOG Resources, Kinder Morgan, Tenet Healthcare, Western Refining, GameStop, Cameron International, KBR, Commercial Metals, Group 1 Automotive, CenterPoint Energy, Enbridge Energy Partners, NuStar Energy, Celanese, Quanta Services, CC Media Holdings, FMC Technologies, Dr Pepper Snapple Group, Targa Resources, Energy Future Holdings, MRC Global, Calpine, Susser Holdings, Spectra Energy, MetroPCS Communications.
- The Navy has a very visible presence in Texas with nearly 15,000 Navy personnel employed, including active duty and civilian personnel and four installations The importance the Navy plays through making the waterways safe for exports is critical to the state and national economy. It's a chain reaction – the Navy makes it possible for goods to be delivered overseas, including Texas's export shipments of merchandise which in 2012 totaled $264.7 billion.

# Texas Data Points

- Texas received $133,324 in federal funding through the Small Business Administration’s State Trade Export Promotion (STEP) grant program, designed to support local and state businesses’ efforts to overcome obstacles that stand in the way of accessing foreign markets.
- A total of 40,056 companies exported goods from Texas locations in 2011. Of those, 37,374 (93.3 percent) were small and medium-sized enterprises (SMEs) with fewer than 500 employees.
- SMEs generated nearly one-third (30.4 percent) of Texas' total exports of merchandise in 2011.
- Export-supported jobs linked to manufacturing accounted for an estimated 7.8 percent of Texas’ total private-sector employment. Over one-quarter (26.1 percent) of all manufacturing workers in Texas depended on exports for their jobs (2011 data latest available).
- Top 10 contractors receiving the largest contract awards (fiscal year 2009) (in thousands):
  - Lockheed Martin Corporation - $13,270,313
  - Bell Boeing Joint Project Office - $2,383,783
  - L-3 Communications Holding, Inc. - $1,924,373
  - N.V. Koninklijke Nederlandsche - $1,450,140
  - Raytheon Company - $1,342,322
  - Valero Energy Corporation - $1,049,290
  - Textron Inc. - $916,421
  - The Boeing Company - $667,146
  - Petromax Refining Co., LLC - $539,736
  - Hensel Phelps Construction Co. - $488,542

# Texas Data Points

- The state's largest export market was Mexico. Texas posted merchandise exports of $94.5 billion to Mexico in 2012, 35.7 percent of the state’s total merchandise exports. Mexico was followed by Canada ($23.9 billion), China ($10.3 billion), Brazil ($10 billion), and the Netherlands ($9.6 billion).
- The state's largest merchandise export category was petroleum and coal products, which accounted for $56.9 billion of Texas's total merchandise exports in 2012. Other top merchandise exports were chemicals ($47 billion), computers and electronic products ($45.1 billion), machinery ($29.5 billion), and transportation equipment ($25.1 billion).
- In 2012, the following metropolitan areas in Texas recorded merchandise exports: Houston-Sugar Land-Baytown ($110.3 billion), Dallas-Fort Worth-Arlington ($27.8 billion), San Antonio-New Braunfels ($14.0 billion), El Paso ($12.8 billion), Austin-Round Rock-San Marcos ($9.0 billion), Corpus Christi ($5.8 billion), Beaumont-Port Arthur ($5.4 billion), Laredo ($5.2 billion), McAllen-Edinburg-Mission ($5.2 billion), and Brownsville-Harlingen ($4.6 billion).

# Texas Data Points

- Top Medical Schools
  - University of Texas Southwestern Medical Center (#20 U.S. News Best Medical Schools: Research, #21, U.S. News Best Medical Schools: Primary Care, Dallas, Texas)
  - Baylor College of Medicine (#21 U.S. News Best Medical Schools: Research, #49, U.S. News Best Medical Schools: Primary Care, Houston, Texas)
  - University of North Texas Health Science Center (#35, U.S. News Best Medical Schools: Primary Care, #55 U.S. News Best Medical Schools: Research, Fort Worth, Texas)
  - University of Texas Health Science Center – San Antonio (#52, U.S. News Best Medical Schools: Primary Care, #67, U.S. News Best Medical Schools: Research)
  - Texas A&M Health Science Center* (#71, U.S. News Best Medical Schools: Primary Care, #83, U.S. News Best Medical Schools: Research, Bryan, Texas)
- Top Engineering Schools
  - University of Texas – Austin (#8, U.S. News Best Engineering Grad Schools)
  - Texas A&M University – College Station* (#12, U.S. News Best Engineering Grad Schools, Bryan, Texas)
  - Rice University* (#31, U.S. News Best Engineering Grad Schools, Houston, Texas)
  - University of Houston* (#77, U.S. News Best Engineering Grad Schools)
  - University of Texas – Dallas (#77, U.S. News Best Engineering Grad Schools)
  - University of Texas – Arlington (#88, U.S. News Best Engineering Grad Schools)
  - Texas Tech University (#93, U.S. News Best Engineering Grad Schools, Lubbock, Texas)
  - Southern Methodist University (#121, U.S. News Best Engineering Grad Schools, Dallas, Texas)
- Top Chaplain Schools
  - Abilene Christian University (Abilene, Texas)
  - Hardin-Simmons University (Abilene, Texas)
  - Southern Methodist University (Dallas, Texas)
  - University of Dallas (Irving, Texas)
  - Saint Edward's University (Austin, Texas)

*Indicates university with NROTC program

# Texas Data Points

- Four ships have borne the name USS *Texas:*
  - The first USS *Texas* (1892) was laid down by Norfolk Naval Ship Yard, on 1 June, 1889, launched 28 January1892 and commissioned 15 August1895. She was decommissioned 27 January, 1896 and recommissioned 20 July 1896. Decommissioned two more times by 1911 and renamed *San Marcos* on 16 February 1911. She was sunk as a target off Tangier Island, Maryland, 22 March 1911, by the battleship *New Hampshire* (BB-25).
  - The second USS *Texas* (BB-35), 1914-1948, a 27,000-ton *New York*-class battleship built at Newport News, Virginia, was commissioned in March 1914. In May, she steamed to Vera Cruz to support the occupation of that Mexican city. Regular operations with the Atlantic Fleet began in mid-year and continued to January 1918. She then crossed the ocean to join the Grand Fleet in the North Sea, where she remained to the end of the First World War. *Texas* returned to the United States in late December 1918 and again took up her duties with the Atlantic Fleet. Reassigned to the Pacific Fleet in mid-1919, *Texas* came back to the Atlantic in 1924, when she again visited Europe on a training cruise. The ship received new oil-fired boilers and many improvements to her combat systems in a major modernization that began in 1925. With her appearance transformed, Texas' operations alternated between the Atlantic and the Pacific until 1931, when her base was shifted to California. When the second World War began in September 1939, she joined other Atlantic Squadron ships in maintaining a Neutrality Patrol, an activity that became increasingly warlike when the U.S. Navy began convoying western Atlantic shipping in 1941. The next year, with the nation now formally at war, *Texas* escorted troops and supplies to Panama, West Africa and the British Isles. After an overhaul, *Texas* went to the Pacific, arriving in the war zone in time to take part in the February 1945 Iwo Jima invasion. From late March to late May, she operated off Okinawa, firing her guns against Japanese positions and helping to fight off suicide plane attacks. *Texas* was preparing for the invasion of Japan when the war ended in August 1945. She left the Western Pacific in late September and spent the next three months transporting veterans home. Returning to the Atlantic coast in February 1946, *Texas* was inactive until April 1948, when she was placed out of commission and turned over to the State of Texas. She has been maintained as a memorial at San Jacinto ever since.

# Texas Data Points

- Four ships have borne the name USS *Texas* (cont.):
  - The third USS *Texas* (CGN 39, formerly DLGN 39) was laid down by Newport News Shipbuilding Co., Newport News, Va. on 18 August 1973, launched 9 August 1975 and commissioned 10 September 1977. She is the second ship in the *Virginia*-class of nuclear powered guided missile cruisers and was the third ship in the Navy named after the state of Texas. She was decommissioned 16 July 1993. USS *Texas* was homeported in Bremerton, Wash., and is now situated at the Puget Sound Naval Shipyard in Washington awaiting scrapping.
  - The fourth USS *Texas* (SSN-775) a *Virginia*-class attack submarine was built by Northrup Grumman in Newport News, Virginia and was launched, 9 April 2005. Commissioned on 9 September 2006, as of October 2009, the ship's current homeport is in Pearl Harbor, Hawaii.

# Texas Data Points

- Texas is proud to be home to 70 Medal of Honor recipients that span from the Civil War to the Vietnam War:
  - Hospital Corpsman John Edward Kilmer received a Medal of Honor for conspicuous gallantry and intrepidity at the risk of his life above and beyond the call of duty as a Medical Corpsman attached to Company H, Third Battalion, Seventh Marines, FIRST Marine Division (Reinforced), in action against enemy aggressor forces in Korea, on 13 August 1952. With his company engaged in defending a vitally important hill position during an assault by large concentrations of hostile troops, Hospital Corpsman Kilmer repeatedly braved intense enemy mortar, artillery, and sniper fire to move from one position to another, administering aid to the wounded and expediting their evacuation. Painfully wounded himself when struck by mortar fragments while moving to the aid of a casualty, he persisted in his efforts and inched his way to the side of the stricken Marine through a hail of enemy shells falling around him. Undaunted by the devastating hostile fire, he skillfully administered first aid to his comrade and, as another mounting barrage of enemy fire shattered the immediate area, unhesitatingly, shielded the wounded man with his body. Mortally wounded by flying shrapnel while carrying out this heroic action, Hospital Corpsman Kilmer, served to inspire all who observed him. He gallantly gave his life for another.
  - Seaman First Class Johnnie David Hutchins received a Medal of Honor for extraordinary heroism and conspicuous valor above and beyond the call of duty while serving on board a Landing Ship Tank (LST-473), during the assault on Lae, New Guinea, 4 September 1943. As the ship on which Seaman First Class Hutchins was stationed, approached the enemy-occupied beach under a hail of fire from Japanese shore batteries, a hostile torpedo pierced the surf and bore down upon the vessel. In the tense split seconds before the helmsman could steer clear of the threatening missile, a bomb struck the pilot house, dislodged him from his station, and left the stricken ship helplessly exposed. Fully aware of the situation, Seaman First Class Hutchins, although mortally wounded by the shattering explosion, grasped the wheel and maneuvered the vessel clear of the advancing torpedo. Still clinging to the helm, he succumbed to his injuries, He gallantly gave his life in the service of his country.
  - Machinist First Class George Frederick Phillips received a Medal of Honor for extraordinary heroism and uncommon valor in action in connection with the sinking of the USS *Merrimac* at the entrance to the harbor of Santiago de Cuba 2 June 1898. Despite heavy fire from the Spanish shore batteries, Machinist First Class Phillips displayed extraordinary heroism throughout this operation.

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